

Mobilizing Action through Planning and Partnerships (MAPP)

Overview

MAPP is a planning approach common to city and county health departments. MAPP improves health and quality of life through mobilized partnerships and strategic action.

Vision: Improve health and Equity

What is MAPP?

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement. This tool helps communities improve health and quality of life through community-wide strategic planning. Using MAPP, communities seek to achieve optimal health by identifying and using their resources wisely, taking into account their unique circumstances and needs, and forming effective partnerships for strategic action.

The MAPP tool was developed by NACCHO in cooperation with the Public Health Practice Program Office, Centers for Disease Control and Prevention (CDC). A work group composed of local health officials, CDC representatives, community representatives, and academicians developed MAPP between 1997 and 2000. The vision for implementing MAPP is:

"Communities achieving improved health and quality of life by mobilizing partnerships and taking strategic action."

The following seven principles are integral to the successful implementation of MAPP:

Systems thinking — to promote an appreciation for the dynamic interrelationship of all components of the local public health system required to develop a vision of a healthy community.

Dialogue — to ensure respect for diverse voices and perspectives during the collaborative process.

Shared vision — to form the foundation for building a healthy future.

Data — to inform each step of the process.

Partnerships and collaboration — to optimize performance through shared resources and responsibility.

Strategic thinking — to foster a proactive response to the issues and opportunities facing the system.

Celebration of successes — to ensure that contributions are recognized and to sustain excitement for the process.

- I. Phase 1: Organizing for Success and Partnership Development
 - a. Core planners assess whether or not MAPP process is timely, appropriate, possible
 - b. Assessing resources: budgets, expertise of available personnel, support of key decision makers and stakeholders, community members
 - c. If resources are not in place, the process will be delayed
 - d. If decision is made to undertake the MAPP process, the following work groups are created:
 - i. Core Support Team: prepare material for the process
 - ii. MAPP Committee: Key sponsors, from private sector lend support/resources and stakeholders
 - iii. Community: Provide input, representation, decision making
 - e. Phase 1 answers questions about feasibility, resources, and appropriateness
- II. Visioning
 - a. Guides community through a process that results in shared vision, common values, and beliefs
 - i. Facilitator conducts visioning process/involves 50-100 participants, along with advisory committee, MAPP committee and community leaders
- III. Four MAPP Assessments
 - a. Community themes and strengths (community opinion)
 - b. Local Public Health Assessment (local health department)
 - c. Community Health Status Assessment (legislation, technology)
- IV. Identify Strategic Issues
 - a. Develop a prioritized list of most important issues facing the health of the community
 - b. Only issues jeopardizing vision and values
 - c. Important tasks are consideration of what would happen if certain issues not addressed, understanding why an issue is strategic, consolidating overlapping issues, identifying prioritized lists
- V. Formulate Goals and Strategies
 - a. Create goals related to vision and priority strategic issues
 - b. Select and adopt strategies
- VI. The Action Cycle
 - a. Implementation and details considered
 - b. Evaluation plans developed
 - c. Plans for disseminating results